

# CAO-IGLA Budget request

## **Communications Program: County Communications Director** **\$245,627/yr**

- Purpose of Position: Improve strengthen and maximize effectiveness of County internal and external communications function across a wide variety of media platforms
- Goals
  1. Develop and implement a strategic plan to coordinate, integrate and improve all County communications assets
  2. Develop, direct and manage County government brand identity to broaden awareness of programs, projects and services
  3. Increase visibility of key messages to stakeholder audiences through development and implementation of a public relations strategic plan
  4. Develop and implement goals, objectives, plans and training for all public information officers and communications staff in the County organization
  5. Develop and implement communications strategies to address critical emerging issues in the County
  6. Direct the creation of media communication opportunities
  7. Serve as principal spokesperson on Countywide issues